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JUL 2 - 1943

FOOD

## INFORMATION CALENDAR

OFFICE OF INFORMATION  
UNITED STATES DEPARTMENT OF AGRICULTURE

June 26, 1943

No. 12

FIGHTING THE SUMMER SLUMP

The customary summer slump in milk output is one of the major dangers to the food production program in these hot summer weeks. Combatting the slump is one of the big objectives of the 8-point dairy program conducted jointly by the dairy industry and WFA. How info workers can help fight off the slump is told in Food Info Series 24, "Increasing and Maintaining Milk Production," due to arrive at your desk soon.

This info aid is more than a weapon against summer slump, however. It covers the entire scope of the 8-point dairy program. Included is background on each of the eight points, a statement of what the industry is doing, and a suggested timetable for the program. Progress thus far toward dairy goals by states is reported, too.

Although it's intended principally for Extension editors who'll carry the ball on the education drive, WBs and other info workers will receive copies. All assistance that can be given in pushing the 8-point program will help put dairy production closer to the goal level.

THINGS TO COME

Two important stories are in the mill and may break soon, perhaps before another Calendar appears.

First -- the 1944 ACP program, rapidly drawing near the announcement stage. You'll want to give this story first class treatment, localizing it as much as possible.

Second -- the chemical fertilizer distribution program for the year beginning July 1. The program will reflect the improved supply situation.

PRICE ENCYCLOPEDIA BAE has done a man-size job in bringing together in one stack OPA's maximum price regulations for agricultural commodities and their products. The compilation is not entirely complete -- exceptions, differentials, regulations for individual cities, and the like aren't included -- but it does provide an over-all picture showing at what level products are controlled and the type of regulation. It's as of April 5, and supplements are contemplated as they become necessary. Should be a boon to busy info workers. AAA state chairmen, state Extension editors, and others have received copies.



HEALTH WHEEL The nutrition wheel, charting the basic 7 food groups, is beginning to appear in retail grocery stores and other spots where people meet with food on their minds. The chart is the hub of the wartime nutrition campaign for wise use of our food supply and a healthy America. The chart belongs in every gathering place to do its job well. FDA's regional offices have stocks on hand.

PUT IT AWAY FOR WINTER

Now that the first bounty from the Victory Gardens is at hand and it's time to plan for late garden crops, attention is swinging to home food preservation. This week's manifestations are three:

- 1) WPB put its okay on a plan for producing 100,000 home food dehydrators before September 1. WFA and WPB are working out a plan for distributing them. (See WPB Release 3911.)
- 2) "Wartime Canning of Fruits and Vegetables," a new item in the ANI series, came off the press. Bulk shipments are going to FDA regional offices and state Extension services.
- 3) Home dehydration by oven-drying will get the spotlight on the July 3 Consumer Time show (NBC, 12:15 p.m. EWT), titled "Gardens in Storage."

The key to info on home food preservation is that food doesn't count if it's wasted.

IMPROVING PASTURES SCS has produced a new aid for farmers who want to make every bit of their land do its best for victory. It's Farmers' Bulletin 1942, "Good Pastures." The bulletin describes the most effective methods of increasing production of meats, milk, fats and other products by skillful use of grass. SCS regional info offices will have supplies of the new booklet. Notification copies are going to county agents, AAA state committeemen.

-----'THE WORLD CAN, SHOULD, MUST BE FED'-----

"The world can and should and must be adequately fed -- everyone, everywhere."

That quote summarizes findings of the United Nations Conference on Food and Agriculture. Because ideas produced at the conference cast a glare of light into the future and reveal how free people can shape their world if they dare, info workers should make full use of them on appropriate occasions.

Two recent items will help put those ideas into handy form. They are Gove Hambridge's radio talk in Food Info Series 17 and Paul Appleby's address in USDA Release 2630-43. Both are worth working with.

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RADIO TOPICS The Farm & Home Hour schedule makers have slated these program features for the week: Monday, June 28, "Rabies Prevention" and "Food from Late Summer Gardens;" Tuesday, June 29, "Oven-Drying: One Way to Preserve Food" and "Hot Weather and Work Stock;" Wednesday, June 30, talk by Secretary Wickard; Thursday, July 1, "Wheat Harvest Progress Report;" Friday, July 2, "Making the Price Ceilings Stick;" Saturday, July 3, National 4-H program.

#### AIRING THE RATIONING STORY

Field reports indicate farmers don't know all they should about the rationing and licensing regulations which affect their families. There's considerable misunderstanding and confusion, particularly on selling and rationing farm produce.

A radio handbook soon will reach you, designed to help you present this vital info about the food management program over the air. Subjects and messages for nine programs are presented in outline form. General suggestions are included also, as well as program suggestions and references to source material.

The handbook will appear in the Food Information Series -- and it's quite a powerful arsenal of ammunition for making the farm part of the food management program work.

